



PGA
Michigan Section

MIPGA Growth of the Game Committee Report – March 26th, 2017

Submitted by: Joe Simpson

The 2017 Growth of the Game Committee Roster:

Chair – Joe Simpson

Vice Chair – Stephanie Jennings

Members:

Shaun Bezilla

Roger Bliss

Laura Frick

Bill Mory

Kelly Kuhlman

Steve Naelon

John Pershern

Glenn Pulice

Tim Strickland

Andre Pillow

Dear Board and MIPGA Members,

The Growth of the Game committee had several accomplishments in 2016/2017. We would like to highlight some of these in our Spring report.

- We have hired a Player Development staff member.
- We gave out almost \$50,000 in Player Development grants.
- We increased PGA Junior League and Drive, Chip & Putt and US Kids Golf participation.
- We started a Player Development Facebook Group.
- We hosted two Player Development seminars in the winter of 2017.
- We started “Think Tank Thursday’s”.
- We added one Boys and Girls Club Program.
- We gave each Chapter its own set of SNAG equipment for our members to use.
- We got started on a strategic plan

Current Issues

- Growth of the Game workshops, winter 2017. Everyone agreed the workshops were very informative and the attendees went home armed with multiple ideas to help grow the game and their business. The downside was the lack of attendance at both seminars.
- Chelsea Guynes went over the changes to the Player Development Grant application process. These will be done online using Google Forms and submitted electronically. Joe Simpson will give a short report at the Spring Meeting to highlight these changes. Joe Simpson asked for volunteers to form a sub-committee to review the grant applications. Joe, Bill Mory and Stephanie Jennings agreed to be on this committee.
- Think Tank Thursdays seem to be going well. Although the attendance numbers are not great, each Think Tank has produced good new ideas. Good job Chelsea with this program.



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- Considering the low attendance numbers for the Growth of the Game seminars and the Think Tanks, the committee brainstormed a few ideas that would help increase member awareness of these programs. Ideas included: Having multiple seminars after the Spring and Fall Meetings similar to break-out sessions. Doing a Growth of the Game Summit every two years opposite the Teaching and Coaching Summit. Creating an online survey to help the committee determine the best times of year and subject matter for the seminars.
- Joe Simpson brought up the idea of having a Growth of the Game position at each Chapter. The Chapter would elect or appoint this position and this member would be responsible for the SNAG equipment, communicating growth of the game initiatives to the Chapter and have a seat on the MIPGA Growth of the Game Committee. We feel this would better serve each Chapter and result in better attendance at our meetings, seminars and think tanks.
- The committee re-visited the idea of having a Program of the year award for Junior and Adult Player Development. These awards would separate from and given out opposite the Section awards. The committee also determined that they should nominate at least one person for the Player Development Section award each year. Joe will bring it up at the board meeting.
- The committee discussed the MIPGA strategic plan that is being developed and how we help shape this plan. Our mission is to grow the game and serve our members, and we feel we should have input in the planning process. Should we continue along our current path which is to promote the National programs and provide grants to our members to facilitate growth, or should we develop our own programs at the Section level similar to what the New Jersey or Indiana Section are doing? A formal golf in schools program is an example of such a program. We discussed the benefits and pitfalls of both and would like to recommend that we continue to provide grants to our members and also create some section programs. We feel that we can more easily raise funds for our foundation if we have programs where we can quantify the results of the program. Some ideas for programs included: High school and Junior High golf, minority programming and golf in schools. The committee feels the MIPGA strategic plan should address these issues and set forth a plan that we can adopt and follow for the future.
- The committee discussed the lack of cooperation between industry partners in the area of growing the game. We feel that the MIPGA, GCOA, MHSAA, GAM should work together on this common goal to grow the game. Bill Mory suggested we ask Kevin if the Michigan Golf Alliance can help in some way.
- The committee decided to have an informal lunch meeting after the Spring Meeting. All committee members are welcome to attend.
- Joe Simpson thanked everyone for their hard work on this committee. After the elections in the fall, the new president will appoint a chairperson and committee members. Joe Simpson, Bill Mory, Stephanie Jennings, Kelly Kuhlman and Andre Pillow all showed interest in serving on the committee in the future. Shawn Bezilla is now chair of the employment committee and will step down from Growth of the Game.

The committee feels like we've had a productive year and we look forward to serving the membership in the future.

Respectfully Submitted,

Joseph P. Simpson

**Joseph P. Simpson, PGA
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The First Tee of Eastern Michigan**